



عجلان و اخوانه

ajlan & bros.

القابضة Holding

EXPERIENTIAL & LAUNCH EVENT MOOD BOARD

THE TECHNICALS

THE VISION

- to reinforce the brand position and remention its power, capabilities , and achievement to VVIP guests, PR,
- to rethank and show appreciation to STAFF, partners, competitors, research department and BANKS as they were all part of the success story
- take guests on a full brand experience journey
- showcasing company's documentary, while stating the alignment and support for vision 2030
- announce the emerging of advertising bros

SUGGESTED DATE AND VENUE

TUESDAY 28 FEB, OR WEDNESDAY 1 MARCH
RAMADAN IS 22 MARCH

FAISALIA OUTDOOR PLAZA AT NIGHT



Upon client initial approval, concept needs to be shared with hotel for final comments

PRE - EVENT

- individualized invitation gift package
hand delivery
- Engraved old antique box with logo &
guest name, masba7a, invitation letter,
bakhour , and candle all in box
- in house event registration call center,
confirmation, follow up and
cheufferservices



EVENT ENTRANCE

- For cars, to pass under
- Grandiose appearance and style with carpet
- Ajar motifs and lit branding along the tunnel



THE ENTRANCE

- different open poles light structure
- Initials engraved on them
- Teasing of the venue
- Gives wow effect
- Follow lights to reach venue
- Unique



ENTRANCE TUNNEL & WELCOME AREA



WELCOME AREA OPTIONS

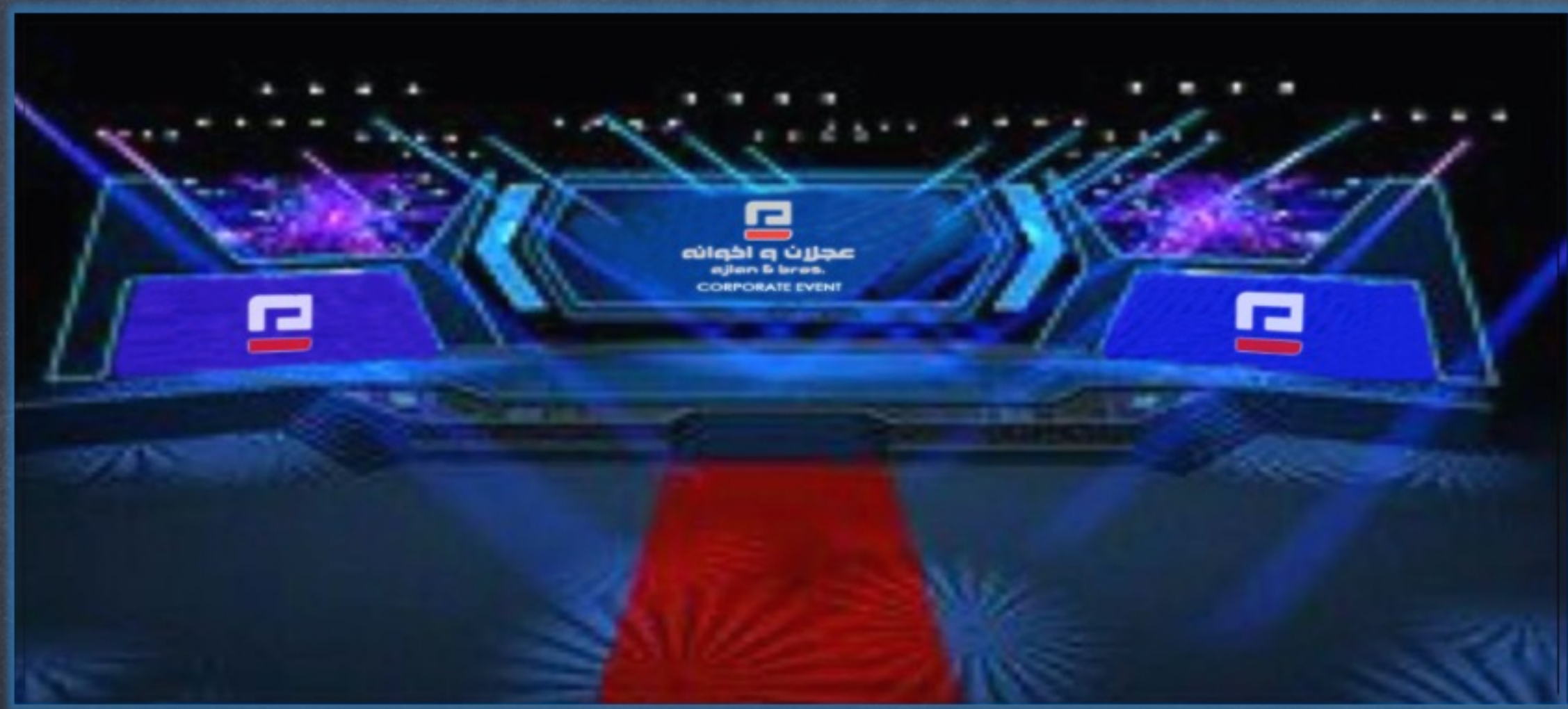


WELCOME AREA INTERACTIVE

- Walk around card magician
- Saxophone player
- Sketching artists
- Photobooths
- Nice standing welcome tables
- Food and drink passarounds
- Stands for couple of the 75 companies



EVENT STAGE SETUP



EVENT REVEAL

logo reveal either by flying man, horse ride and live show, or drones, we can ask if we can 3d map on the buildings

